Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



BEAUTY WITH BULBS

Devoted to the interests of Bulbous Flower growing in the Northwest. Published quarterly by the Black Hills Bulb Gardens, at 1221 11th St., Rapid City; South Dakota.

SPRING PLANTING NUMBER

VOLUME 2

FEBRUARY 15, 1932

NUMBER 1

THE WAY OUT

In this new year of '32

When everybody's glum and blue

And business seems so full of pain

Its feeble pulse can ne'er again

Be normalized.

We grope about for some relief,
Content yet firm in the belief
That somehow quickly we shall see
Conditions as they used to be
Restabilized.

Now things don't happen just that way.

The time has come when we must pay
For unearned pleasures mady spent
In good old days before the rent
Came due.

The wolf howls loudly at the door,
His wails will bring him little more
Than nothing down, so much per week,
Since that's the method which we seek
To pay the bills.

The living that we'd like to do

Can never pull the country thru

We'll have to mend our spendthrift ways

And start to save for rainy days

'Tis sad, but true.

TUNE IN ON OUR ANNOUNCEMENT FROM RADIO STATION KFYR, BISMARCK, N. D., EVERY SATURDAY, AT 7:45 a. m., M. S. T.

PERSONAL CHAT

IN APPRECIATION—

At the outset we desire to express our most sincere appreciation for the loyal support which flower growers have accorded us. We appreciate not only the business which has come our way, but the many inquiries and words of commendation as well. It is gratifying to know that so many are especially interested in hardy Black Hills grown planting stock. We wish to again thank those who have so kindly furnished names of friends for our mailing Jist. We are glad for the friendly visits of flower lovers as nothing pleases us more than to exchange ideas and personal experiences, since by these little interviews we all learn a bit. We cordially invite you and your friends to again visit us during the coming season.

LOWER PRICES—

In keeping with the present economic trend, we continue to lower prices of bulbs. Our prices the past season were lower than elsewhere. We now make a further reduction. You may ask how we are able to do this. It is this way. We grow our own bulbs on our own land at no cost for irrigation. We market them ourselves. Thus our overhead is low. We issue no expensive catalogs which, by the way, are of very little value to the grower except as price lists.

BEAUTY WITH BULBS—

In an attempt to be of real service to those whose delight it is to grow gorgeous flowers, we send out this little service bulletin. It is brought to you four times each year and at such periods as we believe will be the most beneficial. The suggestions contained therein being based on practical experience in handling the many classes and types of bulbs which we grow and which we offer from time to time. From the preparation of the soil through the various stages of planting, cultivation, spraying, disbudding, harvesting, curing, and storing, we leave no stone unturned which may be of value to others in growing better flowers.

HONESTY IN ADVERTISING—

Because of the many varieties of flowers which are listed in hundreds of catalogs all over the country, it is difficult for the home gardener to choose varieties which bring satisfactory returns. Moreover, many of them are a total failure and the amateur grower is apt to become discouraged. This in many cases is the fault of the firm from whom the purchase was made, as some dealers seem to have a mania for over-emphasizing the merits of each and everything which they offer for sale. In no other line of endeavor has the tendency of over-emphasis been more pronounced than in garden and flower growing manuals. Certainly those who grow gardens and flowers should not be misled or deceived any more than others as for instance the merchant who buys stock for his shelves or the farmer who makes a purchase of new machinery. The commercial flower grower who extols the virtues of each and every individual flower without also mentioning its faults, if any, is not building such a substantial business as he thinks, because the uninformed customer eventually discovers this and becomes a skeptic. It is this overdrawn method of advertising that has tended to make the modern catalog a joke book rather than a dependable reference.

25,000 FREE BULBS TO OUR CUSTOMERS

With each order of gladiolus or dahlia bulbs, whether it be for one or one hundred, we will, until our supply is exhausted, add a like number of bulbs FREE and postpaid. The extra bulbs will be standard mixed stock of our own selection. The glads will run smaller than regular listed stock but some will bloom this season, and all will grow into fine large bulbs for next season's planting. The extra dahlia tubers are standard stock of medium size flowering Varieties, and, of course, will bloom this season. With your order for bulbs please state whether you desire extra glads or dahlias.

Order early and thus be assured of FREE bulbs as our supply of extra bulbs is limited, or send in your name and state approximate number of bulbs you expect to purchase this spring and we will set aside an equal number of FREE bulbs for you which will be added to your order if received by April 1st.

This will incur no obligation on your part.

THE DAHLIA

GENERAL CHARACTERISTICS. The dahlia is without a doubt the finest and most aristocratic of the bulbous flower family, being continuously in bloom after the first buds open until freezing occurs. Few flowers can compare with the dahlia in variety of formation, size, color and general beauty. More than a dozen types are now being cultivated which in their various forms range in size from the tiniest pompons to the magnificent decoratives and hybrid cactus. More wonderful perhaps is their range in color, as almost any color or blending of colors may be had, from snow-white, through the various shades of pink and red to the darkest maroon; from the lightest salmon tints to the deepest yellow and bronze, and through all the various delicate mauve and purple hues.

CARE AND CULTIVATION. Any good garden soil will grow good dahlias if properly handled. Plant in soil with proper drainage in a location of ample sunshine. Plant 30 inches apart each way, dig holes a foot deep and refill with 7 inches of loose dirt. Upon this, place the tuber flat down, sprout facing up, cover with two inches of soil, then fill in with two parts of soil, and one part well rotted manure to ground level When plants attain a height of two feet, apply a dressing of well rotted manure and hoe into soil. Cultivate freely until plants begin to flower, then keep dust mulch with garden rake, as the shallow cultivation conserves moisture and does not disturb new roots which are now forming near the surface. In the Northwest the planting should be done about May 1st to 10th, or whenever ground is warm enough. For finest flowers allow not more than two stalks to grow in each hill, one is preferable. Never water dahlias until they are up and growing as too much water is liable to rot the tubers. To avoid plants being blown over they should be staked. Drive a short stake four inches from the tuber at planting time, then replace with taller stake when plant is two feet high. A string made of cloth or other heavy material may be used to tie them to the stake. Many of the present day dahlias of heavy foliage and large blossoms require double staking, that is, stakes set on opposite sides of the plant and the plant tied to both stakes.

NOTE. Owing to the lack of space in this number of the bulletin which carries our descriptive list of more than one hundred varieties, it will be necessary to carry over many items for later issues. These include insecticides, watering, disbudding, and winter storage of dahlias, their history, etc. Also many matters pertaining to other classes of bulbs.

TYPES OF DAHLIAS. Decorative (D), double flowers with broad, flat florets, which are straight or recurved (turned down or back.) Cactus (C), true fluted type, double with rolled or quilled petals. Hybrid cactus (H. C.), midway between D. and C. Florets slightly pointed. Show or Ball (S), old fashioned perfectly formed, ball shaped. Pompon (P), tiny ball dahlias, less than two inches in diameter. Peony flowers (P. F.), two or more rows of large petals surrounding an open center whose floral rays are usually curled or twisted.

GENERAL LIST OF DAHLIAS

All prices postpaid

The varieties herewith described are the best in their respective classes, Practically all of them carry a rating of 85 or better, according to the American Dahlia Society's table of ratings. This sturdy Black Hills grown acclimated stock is not to be confused with weak imported kinds. Each and every tuber which we send out is guaranteed to grow. They will give you the returns that you have a right to expect. They are priced lower than ever. And remember, that with each bulb purchased, we add one FREE.

For your guidance, following each variety is listed its type, name of originator when known, also diameter of flower in inches.

A. D. Livoni S. 4-5. Clear pink with perfect form, free flowering, long stems\$.20
Amun Ra (Seal) D. 7-9. Copper, orange and golden bronze, a golden sunset ef-	
fect. Large wide open flowers on good stems	.50
	.20
Alabella, S. 3-3. Tale lemon, danithy overland pink	.20
Avalon, D. 7—8. Pure clear yellow of distinctive form. It is indeed fortunate that	
this wonderful variety can now be had at so low a price	.50

Augus Megar, S. 4—5. Dark velvety purple, a faultless flower Bonnie Brae, (Broomall) D. 7—9. A peach and cream combination with lavender	.25
hue. The most gorgeous coloring known. The stem is hardly strong enough to hold the mammoth flower erect	.40
wonderful flower almost too heavy for its stem but of otherwise exceptional merit	.45 .10
Barbara Redfern (Redfern) D. 7—8. A delightful blending of old rose and old gold. One of the later originations of great popularity\$ Countess of Lonsdale (Keynes) Hy. C. 5—7. Salmon-red, very profuse blooming	1.00
City of Lawrence (Reed) H. C. 7—9. A perfect yellow of mammoth size, full-centered and always dependable. One of our three best sellers	1.00
Daddy Butler H. C. 5—7. Bordeaux with silvery reverse. Stem a trifle weak Dr. I. B. Perkins (Perkins) D. 5—6. Clear glistening white. A prolific blooomer on good stems. A cut flower variety of unusual keeping qualities	.40
Earl Williams D. 6—8. Brilliant scarlet and white variegated, an attractive novel coloring. The only one of its kind	.40
Elinor Martin (Pelicano) D. 7—9. A combination hue of deep rose and violet that is different. A typical mulberry shade. Dependable in every way	.60 .20
Elinor Vanderveer (Seal) D. 7—9. A rich glowing rosaline purple. Large flowers faultlessly set on perfect stems Fort Monmouth (Kemp) D. 8—10. A giant flower of crimson maroon with petals	.50
tipped bluish violet. Notable for its size, color and hardiness of plant F. W. Fellows (Stredwick) C. 6—8. Coral red, deeply suffused yellow. The perfect cactus dahlia	.35
Golden Queen (P) Clear yellow flower of finest texture Fire Ball D. y—6. An attractive flame color on good stems Golden West C. 5—7. A buttercup yellow. Prolific bloomer on a small plant	.25 .30 .35
Ida Perkins (Perkins) D. 7—8. Large pure white, wonderfully stemmed. The best of the new whites, both for the garden and for cutting	
petals lightly shaded and reverse heavily snaded peach red. An outstanding present day favorite because of its vigor and ability to flower, regardless of adverse weather conditions. A prize winner everywhere	.75
Jessica P. Yellow edged red, a delightful combination Johnny P. A flaming crimson ball. The tiniest of the pompons Judge Marean (Marean) D. 7—9. Rose-red shaded martinus yellow. One of the	.25 .30
most dependable and profuse flowering dahlias ever originated	.45
has held a position of first rank. Other dahlias have come and gone but Jersey's Beauty still leads the van. It is the perfect flower	.35
color combination, not so profuse blooming as Jersey's Beauty Jersey's Beacon (Waite) D. 7—9. Chinese scarlet with paler reverse, giving a two- tone effect. Exquisitely formed flowers of unusual attactiveness. Stem is all that could be desired	.45
Kathleen Norris (Klein-F&M) D. 8—10. Immense flower of clear rose-pink, elaborately poised upon a long straight stem. This new introduction has no equal	1.50
in its class. It is truly a wonderful flower	.50
Kalif (Englehardt) H. C. 7—8. A perfect hybrid-cactus type of glowing scarlet which has been in steady demand for the past 18 yearsLeGrande Manitou D. 6—7. Dark velvety purple flower streaked white. Unique and	.40
attractive. Medium length stems	.40 .35

Margaret Masson D. 4—8. A prolific blooming variety, silvery pink or pale rosaline
purple. Flowers erect on good stems
Margaret W. Wilson (Sanhican) D. 7-9. A magnificent flower of opalescent pink.
This tone is caused by the purple of the reverse shining through to the face
of the petal which is white. A dependable flowering sort
Mrs. I. DeVerWarner (Marean) D. 7—9. A pleasing mauve pink that is usually re-
ferred to as an orchid coloring. It is the standard by which others of its class
are guaged
Miss Helen Hollis S. 5—7. Deep scarlet. The largest of its color and type
Mina Burgle (Burgle) D. 6—8. Pure red and free flowering. The "poinsettia" dahlia
Mrs. John Bray D. 5—7. White, striped and splashed maroon. Early and reliable_
Mrs. Carl Salbach (Salbach) D. 6—8. Mauve Pink with white suffusion. Perfect
blooms faultlessly set on long stems. Rather late flowering
Paul Michael (Michael) D. 7—9. Deep golden buff. The earliest and most profuse
blooming of all the large flowering varieties
Papillon (Boston) H. C. 6—8. Coral red on gold giving a two tone effect. Claimed by
some to be one of the three best dahlias ever introduced
Prince Charming P. Light purple with cream based petals
Price of California (Lohrman) D. 6—8. A glowing cardinal red, termed the Ameri-
can Beauty dahlia, Blooms produced on long stiff stems. This variety did
not show up so well as usual the past dry season
Purple Perfection C. 4—7. Profuse flowering, pure deep purple
Robert Treat (Muehler) D. 7—9. Gogeous flowers of a striking cerise color. The
greatest exhibition flower on our list. A profuse bloomer without a fault. We
are as yet unable to grow enough to supply the demand
Roman Eagle D. 6—8. A finely stemmed bronze dahlia of highest quality
Sagamore D. 5—7. The well known orange-yellow cut flower variety. Excellent stems
and the blooms keep well
Snow Clad P. Tiniest and most exquisite of the white pompons
Sunny Daybreak P. Pale Apricot, edged rosy red
Trentonian (F. and M.) D. 7—9. A blending of old gold, amber and coppery bronze.
The color of an Indian's skin
William Slocombe (Slocombe) D. 7—8. Pure canary yellow of good form. Usually
free blooming though rather backward the past season

All of the dahlias which we offer are standard named varieties. We do not handle inferior mixed kinds.

As has been our custom in the past to name the ten dahlias which showed up the best the previous season, we again list them. Perhaps it is not business prudence to do this as it might prejudice patrons against other varieties on our list, but since honesty in advertising is our policy, we will risk the consequences. So the list, regardless of the price tag, and in order of their importance in our gardens the past season as regards beauty, floriferousness, drought-resistance and general utility is given as follows:

Jersey's Beauty, Robert Treat, City of Lawrence, Papillon, Jersey's Beacon, Jane Cowl, Avalon, Amun Ra, A. D. Livoni, and Maud Adams.

THE GLADIOLUS

The modern gladiolus has won such acceptance that more bulbs of the different varioties are planted and more space devoted to its culture than to any other flowering bulb. Long supreme as a summer cut flower the improved varieties of this race now offer material for the garden picture too gorgeous for description. The forerunners of the modern gladiolus, the kinds that our grandmothers grew, were indeed small in comparison to these new varieties which are now offered so cheaply, and are to be seen growing wherever beautiful flowers are produced. These new creations with their towering spikes covered with giant flowers which last from ten days to two weeks, provide that undescribable thrill which is the very essence of flower growing. The gladiolus is our most versatile flower. It will do better under adverse conditions than any other. Nothing can prevent a production of bloom except total destruction. Very seldom does a glad bulb of blooming size disappoint you even though climatic and soil conditions be the most unfavorable.

PLANTING DIRECTIONS. Select a spot of ample sunshine, plant not closer than 6 inches apart in rows 12 inches apart, and to a depth according to size of bulb. Large bulbs may be planted as deep as 6 inches, which will afford greater resistance against spikes being blown over by the wind. Plant small bulbs 3 to 4 inches deep, Caution: Never use fresh manure in close proximity to bulbs.

CARE AND CULTIVATION. These subjects will be discussed in our May Bulletin.

GENERAL LIST OF GLADIOLUS

(Labeled and Postpaid)

All bulbs listed are blooming size, one inch or more in diameter. They are the cream of the gladiolus workl, having been selected because of their adaptability to the climatic conditions of the Northwest. They are all guaranteed to grow and to bloom under normal conditions. At our extremely low prices every one can afford a garden of these wonderful flowers. Please note that our quotations are far below most retail lists. Remember, too, that with each bulb purchased we add free, one of our own selection.

The following choice named varieties at the uniform price of 5c each; 6 for 25c; 25 for \$1.00.

Albania (Kemp). Large wide open flowers of glistening pure white.

A. B. Kunderd (K). Ruffled flowers of delicate cream overspread blush pink.

Alice Tiplady (K). The best primulinus of orange-saffron color.

Anna Eberius (D). Large, well formed flowers of a rich, deep, velvety purple. A wonderful flower but a poor multiplier in this region.

Byron L. Smith (K). Lavender-pink on white ground. A fine orchid flower.

Carmen Sylva (Decorah). Snow-white blooms; throat a soft lilac. Charles F. Fairbanks (K). A distinct and pleasing red. Capt. Boynton. Clear lavender with deeper spots on lower petals.

Dr. Elkins (K). Creamy-white with throat blotches of lilac blue. An exceptional variety. Diana. A glistening brilliant red, large flowers. The best commercial red.

Evelyn Kirtland (Austin). Geranium-pink with darker edges, and scarlet throat blotch.

E. J. Shaylor (K). Deep rose-pink of the ruffled variety. Very popular.

Gov. Hanley. Fine, large, dark red flowers with darker blotch in throat. One of our very best varieties.

Golden Measure (Kelway). The best all around yellow ever originated, Tall and vigorous. Giant Nymph (Coleman). A giant flowering rose-pink with creamy throat. Strong, straight spike.

Gold (Prestgard). Gold and yellow with a deeper shade in the throat. Halley (Velthuys). Fine large early pink. A wonderful cut flower. Herada (Austin). A clear mauve-pink with large, wide, open flowers.

Jewell (Zeestraten). Light salmon-pink with golden apricot throat.

John T. Pirie (K). Rich mahogany-brown with unique yellow bordered dark mahogany-brown throat. The richest color among glads.

Joe Coleman (Coleman). Large and vigorous rich red of the ruffled type.

Mary Pickford (K). Immense flowers of charming creamy-white.

Millionaire (K). Rich, velvety crimson, finely-mottled and striped white.

Ming Toy (K). Large buff colored flowers with buff-yellow throat. Strong, stately spikes.

Mrs. Dr. Norton (K). Flowers soft pink with lower petals mottled deep pink.

Mrs. F. C. Peters (Fischer). Amaranth pink with purple blotch in throat.
Mrs. Frank Pendleton (K) An exquisite shade of cream pink with deep red throat blotches of vivid hue A very choice variety.

Mrs. H. E. Bothin (D). Heavily-ruffled light salmon-pink with a giant scarlet blotch.

Mrs. Leon Douglas (D). Magnificent flower of begonia-rose color, striped orange and scarlet. Considered one of the finest glads ever originated.

Mrs. Francis King (Coblentz). A fiery-scarlet flower of good substance.

Rose Ash (D). Rocelin purple with straw-yellow blotch An old-rose suffused with a unique combination of gray, blue, and yellow.

Rose 1910. Early rose pink with narrow white lines in lower petals. Richard Diener (D). Geranium-pink with buttercup-yellow throat.

Schwaben. A clear yellow with criimson throat blotch.

Scarlet Princess (or Virginia) (K). A distinct scarlet with deeper colored throat. Tycko Zang (Austin). Rose-doree color, throat white, dotted scarlet. Yellow Hammer. A very dependable rich golden yellow.

Outstanding Varieties Including Later Introductions

Uniformly priced at 10c each: 6 for 50c

Betty Nuthall (Salbach). Fine tall straight grower, having beautiful salmon-pink apricot throat. Florets of wonderful texture and placement.

Crinkles (K). Large beautifully ruffled deep pink blooms.

Dr. F. E. Bennett (D). Deep peach red, overlaid flame scarlet. A genuine fiery red. Flowers of largest size, many open at once,

Henry Ford (D). Dark rhodamine purple. Large flowers on strong spikes.

Heavenly Blue (P). The best light blue of the later introductions.

Marmora (Errey). The best exhibition novelty to date. Large open silvery lavender flower with petunia blotch. A grand variety.

Minuet (Coleman). New self-colored lavender, very large flowers of heavy substance.

Experts claim that this will become the leader in its color.

Mr. W. H. Phipps (D). Regardless of color this is the best gladiolus ever introduced. Large La Prancé pink blooms, with salmon pink stripes. The gergeous florets open practically the entire length of the spike at one time. The master-piece in gladiolus development,

Paul Pfitzer (P). Immense flower of a brilliant velvety rich purple. Heavy and substan-

tial with graceful spikes.

Pfitzer's Triumph (P), A wonderful salmon orange red with darker blotch on lower petals. A giant show flower. A super glad.

Pride of Wanakah. An exquisite lavender rose with large wide open flowers, Purple Glory (K). Deep velvety purplish red, a giant in its class. This variety has been a prize-winner for years.

Scarlet Wonder (Cowee). Immense flowers of scarlet on tall, strong, spikes. An outstanding red.

Veilchenblau (P). The loveliest of all the dark blues. Its gorgeous flowers are gracefully set on long, straight spikes,

Names of originators as abbreviated in above list; (D). Diener; (K), Kunderd; (P) Pfitzer

UNHEARD OF VALUES IN MIXED GLADIOLUS

Special 2 in 1 offer

That our customers may enjoy an abundance of flowers and at the lowest possible cost, we are making a very special offer on mixed gladiolus. We offer two grades; standard, and hand select. The standard mixed is a good commercial mixture of all colors; the hand select is a carefully selected hand assortment of our best named varieties. With each order for either of these grades we will, while our supply lasts, include an equal number of bulbs free (see offer at bottom of page 2). These extra bulbs are our own selection.

2 IN 1 PRICE Standard Mixed

2 IN 1 PRICE Choice Hand Select

40 bulbs \$1.00, you receive 80 bulbs,

30 bulbs \$1.00, you receive 60 bulbs.

100 bulbs \$2.00, you receive 200 bulbs.

100 bulbs \$3.00, you receive 200 bulbs,

CANNAS

Cannas make a wonderful showing during the late summer and throughout the fall as their intense color and stately appearance are an added attraction to any yard or garden. Cannas are easily grown, thriving particularly well in a rich soil. They require very liberal waterings. Take up and store through the winter same as dahlias. Postpaid prices 15c each, 4 for 50c, one root of each of the seven varieties listed, 80c.

Eureka. Creamy-white flowers borne on plants 4 feet tall. Dark green foliage.
 Gladiator. Rich yellow flowers marked bright crimson. Green foliage. 4 feet.
 Hungaria. Blooms a magnificent rose-pink shade. Green foliage. 3 feet.
 King Humbert. Velvety orange-scarlet flowers of stately habit. Foliage purplish brown. 4 feet.

King Humbert Yellow. Beautiful bright yellow flowers marked with crimson dots, Brown foliage. We believe this to be the most attractive canna grown, 4 feet,

The President. Huge flower trusses of a rich scarlet. The best red. Green foliage. 5 feet. Wyoming. A bronze or dark leaved variety with rich orange flowers. 4 feet.

HARDY LILIES

There is no class of flowers more beautiful, and yet so little understood as the lilies. Heretofore the high prices at which these bulbs have been offered were a barrier to their general cultivation, but we now offer them at prices within the reach of everyone.

GENERAL CARE. Plant 8 inches deep in exceptionally well drained soil. It is best to plant in, and cover the bulb with sand, using about a quart to each bulb. They do best if left undisturbed for several years after which they may be lifted and reset if desired in order to obtain the bulb increase.

CAUTION. Lily bulbs should not be out of the ground long, so plant at once or pack in moist sand in a cool place. They should never be planted in the Spring later than April 1st and earlier if possible. Fall planting is equally as good as Spring planting. All bulbs listed are blooming size and priced uniformly at 3 for 50c, \$1.75 per dozen.

REGAL LILY. The advent of this superb introduction from the wilds of western China a few years ago marked a new era in lily culture. It is without doubt the hardiest and most dependable of its class and is destined to become, if not already, the most popular lily in cultivation. Its color is creamy-white with yellow throat and external shadings of soft pink. It is the flower which always attracts the passer-by with its delightful fragrance.

TIGER LILY. (Double) A double form of the old fashion tiger lily. Bright orange red flowers carried on stalks three feet high. A perfectly hardy lily of the earliest culture.

BLACK HILLS TIGER LILY. (Single) This beautiful native lily should be in every flower lovers garden. It requires little care and is a sure bloomer. The color is slightly darker than the double tiger lily.

NOTE. Tulips, peonies and other bulbs for fall planting will be included in the August number of the bulletin. We do not recommend spring planting of peonies unless done very early.

Let us assist you with your flower problems.

Very cordially yours,

THE BLACK HILLS BULB GARDENS

1221 11th Street, Phone 180-W

Rapid City, South Dakota